

REMARKS

Claims 1-23 are now pending in the application. Claims 1-23 stand rejected. Claims 1 and 14 are amended. Support for the amendment can be found in the originally filed specification at paragraph [0052]. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

CLAIM OBJECTIONS

Claims 1-23 are objected to because of claim language that does not specify that the website is configured to update the projects database after users enter/submit the information related to new projects they have discovered or new uses for existing products. Applicants have amended claims 1 and 14 to supply appropriate correction. Accordingly, Applicants respectfully request the Examiner reconsider and withdraw the objection to claims 1-23.

REJECTION UNDER 35 U.S.C. § 103

Claims 1-2, and 7-23 stand rejected under 35 U.S.C. § 103(a) as being obvious over Rofrano (U.S. Pat. No. 6,035,283) in view of "Service Equals Sales," and www.surprise.com. This rejection is respectfully traversed.

Rofrano is generally directed toward a virtual sales person for electronic catalogue. In particular, the Examiner relies on Rofrano to teach an expert system that queries the shopper about the product, about themselves, and how they plan to use the product, and uses a relational database that relates answers to product features of selected products. However, the Examiner admits that Rofrano does not teach a projects database containing projects with recommended products. Also, the Examiner

admits that Rofrano does not teach a website harvesting information about projects that users are working on together with a list of products those users found helpful, wherein said website is configured to dynamically update said projects database at least one of as new projects are discovered by users, and/or as new uses for existing products are discovered by users. Further, Rofrano does not teach, suggest, or motivate a website providing a collaborative environment resource allowing users to interact, including working on projects together, wherein said website is configured to dynamically update said projects database after the users provide information as a result of user interaction related to new projects discovered by the users, and new uses for existing products discovered by the users.

Service is generally directed toward increasing sales by providing service. In particular, the Examiner relies on Service to teach that sales persons at Home DepotTM obtain extensive training in knowledge of tools and their uses in particular projects. The Examiner concludes that it would be obvious to modify Rofrano's virtual sales agent based on Service to allow the virtual sales agent to recommend products to inquire of customer's about the type of project, and recommend tool products accordingly. However, the combination of Rofrano and Service does not teach, suggest, or motivate a website providing a collaborative environment resource allowing users to interact, including working on projects together, wherein said website is configured to dynamically update said projects database after the users provide information as a result of user interaction related to new projects discovered by the users, and new uses for existing products discovered by the users.

www.surprise.com is a web storefront providing predefined categories with respect to which users can associate other items that can be purchased over the Internet at other websites. Thereafter, other users can click on a gift category and view the items that can be purchased via the web. Users are provided incentive to submit the gift ideas by payment contingent on popularity of their gift ideas. In other words, remuneration from item sellers to www.surprise.com is shared with the users that submitted the ideas. However, www.surprise.com does not teach, suggest, or motivate a website providing a collaborative environment resource allowing users to interact, including working on projects together, wherein said website is configured to dynamically update said projects database after the users provide information as a result of user interaction related to new projects discovered by the users, and new uses for existing products discovered by the users.

Applicants' claimed invention is generally directed toward a networked product selection system. In particular, Applicants' claimed invention is directed toward a website providing a collaborative environment resource allowing users to interact, including working on projects together, wherein said website is configured to dynamically update said projects database after the users provide information as a result of user interaction related to new projects discovered by the users, and new uses for existing products discovered by the users. For example, independent claims 1 and 14, especially as amended, recite, "a website providing a collaborative environment resource allowing users to interact, including working on projects together, wherein said website is configured to dynamically update said projects database after the users provide information as a result of user interaction related to new projects discovered by

the users, and new uses for existing products discovered by the users.” Support for the amendments can be found in the originally filed Specification at paragraph [0052]. Therefore, the suggested combination of Rofrano, Service Equals Sales, and www.surprise.com does not teach all of the limitations of the independent claims. These differences are significant because users are provided an online, interactive, collaborative resource as an incentive to supply information, and an ability to obtain the information after it is submitted by users in the course of user-interactive collaboration.

Accordingly, Applicants respectfully request that the Examiner reconsider and withdraw the rejection of independent claims 1 and 14 under 35 U.S.C. § 103(a), along with rejection on these grounds of all claims dependent therefrom.

Claims 3-6 stand rejected under 35 U.S.C. § 103 (a) as obvious over Rofrano (U.S. Pat. No. 6,035,283) in view of “Service Equals Sales,” www.surprise.com, and Microsoft Computer Dictionary. This rejection is respectfully traversed.

As detailed above, Rofrano, Service Equals Sales, and www.surprise.com fail to teach, suggest, or motivate a website providing a collaborative environment resource allowing users to interact, including working on projects together, wherein said website is configured to dynamically update said projects database after the users provide information as a result of user interaction related to new projects discovered by the users, and new uses for existing products discovered by the users. Applicants further remark that Microsoft Computer Dictionary fails to teach, suggest, or motivate this subject matter, and is not relied upon by the Examiner to teach, suggest, or motivate this subject matter.

Accordingly, Applicants respectfully request the Examiner reconsider and withdraw the rejection of claims 3-6 under 35 U.S.C. § 103(a) based on their dependence from allowable base claim 1.

CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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